



Just Received Direct
from Eastern Mills
Blankets
Full Size—Double
\$2.95
Part Wool Blankets—\$3.95
All New Colors
Exceptional Values and Pretty
Patterns



New Collegiate Patterns
Boys' and Girls' Sweaters
\$2.25 to \$3.50
Slip Over or Coat Styles
Several New Arrivals in'

Women's Fall Shoes
\$4.95 to \$5.95

SAM LEVY

New and Greater Department Store
1311-1313 Sartori Avenue, Torrance

**KILL THAT
COLD**

With "COLD BREAKERS"

These wonderful little capsules have a host of friends in this community who have cured many a nasty cold with them. Ask your neighbor—he probably has used them.

25c Box

For that Bronchial Cough

We recommend—

Ammoniated Tar and Wild Cherry

It is especially healing to the irritated mucous membrane. It's the "ammonia" that does the trick.

50c Bottle



Agent for Owl Products
1519 Cabrillo Torrance
We Give Double S & H Green Stamps
Every Wednesday

**Lt. Noville to
Speak in L. A.
on October 19**

Reservations May Be Made
By Phoning Standard
Oil Office

Lt. George O. Noville, who flew with Byrd in the "America" last summer, will tell of his experiences on this famous 42 hour trans-Atlantic flight at the Howard auditorium, University of Southern California in Los Angeles, on Wednesday evening, October 19th.

Byrd's flight was one of the most spectacular of the brilliant aviation achievements of the summer of 1927. Hundreds of local people will be anxious to hear from Noville's own lips, how it feels to buck the fogs of the North Atlantic air route to France.

This talk, which is under the auspices of the Standard Oil Company of California, will be given to Standard Oil employees and a limited number of invited guests. It has been necessary to make it an invitational affair, due to the limited seating capacity available, and the short time which Lt. Noville has to spend in Southern California. Anyone wishing to hear Lt. Noville should phone W. B. Bilger, Gardena 631 local agent of the Standard Oil Company, at the company's office in Moneta.

Lt. G. O. Noville, a resident of San Francisco, is a lubrication engineer of the Standard Oil Company of California. Following is his record: In 1914 he was transferred from the line of the Navy to Mexico during the occupation of Mexico. He served in Mexico during the capture of Vera Cruz, and the entire period of occupation. In 1917 and 1918 he was on the Austrian front as Squadron Commander of the Esquadron Candianna, a naval aviation unit attached to and serving with the Italian Army during the Austrian offensive. In 1920 he was loaned to the Navy Department to the U. S. Air Mail, functioning as superintendent. In 1924, while employed by the Vacuum Oil Company, he was borrowed by the U. S. Army Air Service as an Engineer and Advance Officer for the Around the World Flight. He established the Laborer station for this flight. In 1926 he was Second Command and Flight Engineer of the Byrd North Pole Expedition, but did not actually fly with Byrd on the final flight to the Pole. He was relief Pilot and Flight Engineer of the "America" in Commander Byrd's trans-Atlantic flight this year, landing in the water on the north coast of France after a momentous and hazardous flight of 42 hours, with Commander Byrd, "Big" Acosta and Bert Eberhart, other members of the crew. He served a total of thirteen years in the U. S. Navy and is at present a Lieutenant in the reserve list of the navy.

**Bonds for Park
Near Here Sold
at High Premium**

Southwest District Assured
of Fine \$1,000,000
Center

Dean Witter & Co., bond house of Los Angeles, today purchased the entire issue of bonds for financing the acquisition of Alondra Park. In addition to par value of \$1,014,961.20, a premium of \$32,581.50 was paid and also accrued interest.

The Southwest District is now assured a magnificent park and playground. It is very probable that plans for the development of the area will shortly be sponsored in the various communities throughout the district.

The program for Gardena Valley Park and the development of the ocean front at Redondo, together with the splendid system of Parkways which will connect these three units with the Metropolitan Los Angeles District, is making material progress. The Southwest District, with the completion of this program, will unquestionably be one of the most attractive areas in Southern California for investors and developers.

**September Permits
Double Those for
Same Month, 1926**

September building permits issued in Torrance during September of this year were almost twice those taken out during the same month of 1926. New building here last month was valued at \$55,500 as against an aggregate of \$23,350 for September of last year.

Construction continued at a steady pace during the first part of October. The bank of a \$25,000 bank and store building at Sartori and Marcelina avenues. Dr. George P. Shidler was issued a permit for the construction of a two-story residence at 1448 Post avenue at a cost of \$7500. Joe Peterson has the contract.

Other permits recently issued were as follows: James H. Hunter, 1307 Acacia and 1823 Acacia, two garages, \$150 each; Daniel Crabbe, 1607 Post avenue, five-room stucco dwelling and garage, \$3200.

**Money Voted for
Development on
High School Land**

Principal Herbert Wood of the Torrance High School announced this week that appropriations aggregating \$2800 have been made for the improvement of grounds at the local institution and the development of the horticultural and gardening departments.

A bath house with hot beds and other equipment will be built for the growing seedlings and shrubs. A compost bin will be added and additional piping for water will be installed.

Walks and drives around the grounds will be developed and grass sown over a large area. The running track at the athletic field will be surfaced.

**Winning Baseball
Team to Be Aided
by City Finances**

The Torrance baseball team, winner of the Bay League cup, will play Murphy's Comedians at Hawthorne Sunday afternoon. Ed Tansey's men are getting ready for a season of home games. They were encouraged this week when the City Council and the directors of the Chamber of Commerce, believing in the encouragement of athletics and the advertising results obtained from having a winning Torrance team in the field, informally agreed to finance the local club to the extent of \$60 a month for the ensuing season. The money will be taken from the city promotion fund.

OBITUARY

MRS. SUSAN SPENCER
Mrs. Susan Spencer died in Los Angeles Wednesday, October 5, after a protracted illness.
Born in Ireland, Mrs. Spencer with her family came to Torrance about eight years ago, and for about four years lived at 2007 Andreo avenue. She was a member of the Evangelical church.
Survivors are her husband, Robert Spencer and son Robert A. Spencer.
Funeral services were held in Los Angeles Thursday, Oct. 6.

WOMEN'S SOCIETY

BRIDGE PARTY FOR WOMEN'S CLUBHOUSE
A thirty-five cent bridge party for the benefit of the Women's club will be given at the clubhouse Friday afternoon, Oct. 14th. Mrs. Harry McManus and Mrs. Frank Dille will be in charge of this party.

ROYAL NEIGHBORS VISIT TORRANCE CAMP

About 30 Royal Neighbors from Culver City, Inglewood and other nearby camps were guests of Torrance camp Friday evening, when State Supervisor Christina Hammill and District Deputy Mamie Kirschner paid an official visit here.

Try Our Want Ads

**Plan Boom Year
in Torrance**

(Continued from Page One)
eddings promoted entirely by the Chamber of Commerce. It was made clear that the 10 cent tax which will raise the \$16,000 for civic promotion this year is not in addition to the regular low tax rate but is included in the rate fixed by the Council recently.

Drive With Workers
The Chamber is now engaged in the work of securing data from all Torrance workmen who earn their money here and live elsewhere. When this data is complete a concerted effort will be made to induce these men to move to Torrance.

This campaign coupled with the new policy regarding the campaign for new industries and the advertising campaign are expected to send Torrance along large forward strides during the next year.

The Council and the Chamber directors agreed to meet once each quarter to discuss civic affairs. Whenever joint meetings are deemed essential special gatherings will be called.

**FIREMEN'S BALL
NOVEMBER 29**

Keep in mind the fact that the Torrance Firemen will hold their fifth annual ball, Tuesday night, Nov. 29, at Recreational hall on Carson street.

Watch the Herald each week for details.

**Baker Smith
Jeweler**

Carson Street
Expert Watch Work

Don't let "cheap" paint
get the
laugh on you
For best results at lowest cost
use Sherwin-Williams
SWP HOUSE PAINT

S. S. WORRELL

The Hardware Man
Sole Agent for Torrance
1517 Cabrillo

**WEEK'S WORLD
NEWS**

(Continued from Page One)
med their locks must let them grow again or lose their jobs. Working for kings is not all that it is cracked up to be for the independent working girl.

President Coolidge is between two fires. On the one hand are members of the congressional pork barrel contingent whose eyes gleam at the \$600,000,000 surplus in the national treasury. They want to spend it. On the other are those who want to spend nothing—or too little and to cut taxes

SHORT CUTS

REGARDLESS of the CLAIMS which are often made for PREPARATIONS of various kinds there are no short cuts to HEALTH. You cannot HOPE to take a weakened, run-down or inefficient BODY and bring it to ROBUST health by the aid of MAKE SHIFT medicines. To become WELL requires patience, PROPER LIVING, and correct, capable MEDICAL advice and treatment. It is UNJUST even to YOURSELF to try the alleged SHORT CUTS. See your DOCTOR and follow HIS advice. That is your BEST means of becoming WELL, and whenever MEDICINE is prescribed have the PRESCRIPTION filled at a DRUG STORE where such work is a FIRST consideration. Moral: Sometimes the long way around is the shortest road home.

"GEORGE."

We Are Now
Agents for
Page & Shaw
Candies

PROBERT'S
TORRANCE
PHARMACY

The Nyal Drug Store
Carson and Cabrillo

**Bank of Italy
Begins Work**

(Continued from Page One)
must be diverted to National Bank-Italy Company.
On the basis of the authorized capital addition, the Bank of Italy and National BankItaly Company will each have invested capital in excess of \$100,000,000, making a combined total of over \$200,000,000. A letter describing the complete details of the action is being mailed to all stockholders.

Jean Nicot was a Frenchman. He brought the first tobacco to France. Hence the word nicotine. Jean was a lexicographer. His warehouse stood on the south bank of the Seine, hard by the Quai D'Orsay. On Oct. 8 on this spot the American church of Paris laid the cornerstone for its new majestic edifice.

**Diagonal
Collegiate
Stripes**

And many other UP-TO-THE-MINUTE Ties and Bows have come in this week, fresh from the makers of fine neckwear.

75c—\$1.00—\$1.50

A Good looking Necktie will freshen up your whole appearance.

**BARNES
MEN'S STORE**
1224-1226 El Prado Torrance

**Several to Drive
Up to Palo Alto**

A number of Torrance residents are planning to drive to Palo Alto Friday to see Saturday's football game between Stanford and U. S. C. Among those who will make the trip in various motor parties are Mr. and Mrs. J. W. Post, Arthur Finster, Sam Levy, L. B. Kelsey and H. E. Ubricht.

**Dr. Shidler Goes
to Clinic in S. F.**

Dr. George P. Shidler is in San Francisco where he is taking post-graduate work in surgery at the St. Francis Hospital. The clinic at the St. Francis this year is being attended by prominent surgeons from all parts of the west.

**Miss Lingenfelter
Teaches Classes
at Evening School**

Public speaking, parliamentary law and dramatics courses are features of the Torrance night school this year. Classes in dramatics are held Monday nights. The class in public speaking meets each Wednesday. The courses are taught by Miss Lois Lingenfelter.

**Many Guests Are
Expected to Attend
M. E. Church Dinner**

There is every promise of a splendid attendance at the dinner to be given at the Methodist church parlors next Tuesday evening at 6:30.

Bruce Baxter of the University of California will be the speaker of the evening. A reception for Rev. and Mrs. R. A. Young will follow the dinner. The proceeds at \$5.00 per plate will be used to defray expenses of the erection of the new parsonage.

**Plea of Guilty
Draws \$75 Fine**

John Waugh, of 3128 Acacia street, appeared in the justice court Monday morning and pleading guilty to a charge of reckless driving was fined \$75 or 75 days. A felony charge against Waugh was dismissed.

Waugh figured in the collision recently in which Charles "Red" Davis was seriously injured.

Odd Fellows Temple was well filled Monday evening when the 12 Rightem Club entertained Masons and their wives at a delightful dance.

**A Carelessly Thrown
Lighted Match, and.....**

THINK what a mere insignificant ignited match, haphazardly thrown into inflammable material, will do at times. Think of the millions of dollars in Property Damages—consider, too, the unfortunate loss of human lives.

**WE CAN PROTECT YOUR ASSETS
WITH THE RIGHT KIND OF FIRE
INSURANCE POLICIES**

Check Up Your Insurance. Is it sufficient to cover your possible loss? Would it supply you with enough money to "carry on" if you were burned out? There is no better time to see how you stand, than during—

OCTOBER 9 to 15

FIRE PREVENTION WEEK

A. H. Bartlett
Torrance General Insurance
Agency
Torrance, Calif.

L. B. Kelsey
"Where Insurance Is Not
a Sideline"
1405 Marcelina Ave. Phone 135-M